R.S.M.'s
As info.
DON

January 4, 1995

TO:

Mr. J. F. Baumann	Mr. J. R. Helm	Mr. G. W. Smith
Ms. L. J. Beasley	Mr. J. V. Maguire	Mr. S. R. Strawsburg
Mr. J. W. Best	Mr. G. C. Pennell	Mr. B. K. Stockdale
Mr. P. J. Cundari	Mr. J. W. Regan	Mr. D. L. Wilmesher
Mr. S. G. Hanes	Mr. L. S. Schreiber	
Mr. B. D. Hatter	Mr. J. C. Schroer	

FROM: E. M. McAtee

SUBJECT: **1995 B&W DIRECT ACCOUNT PROGRAM**

In reference to our memo on January 3, 1995 regarding B&W's 1995 Direct Account Program Gold Level participation requirements, it was stated that GPC must be number one in the Private Label category. However, this bonus payment is based on GPC's share of market in the total savings category which includes Private Label. The GPC share of market will be measured by outbound/retail shipment data and ranked against individual savings brand families.

E. M. McAtee
Business Information and Analysis

EMM:tig

Attachment

cc: Ms. P. S. Cohen
Mr. E. J. Fackelman
Mr. J. R. Moore
Mr. D. H. Murphy
Mr. W. P. Whitlatch
BIAC
FI

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